



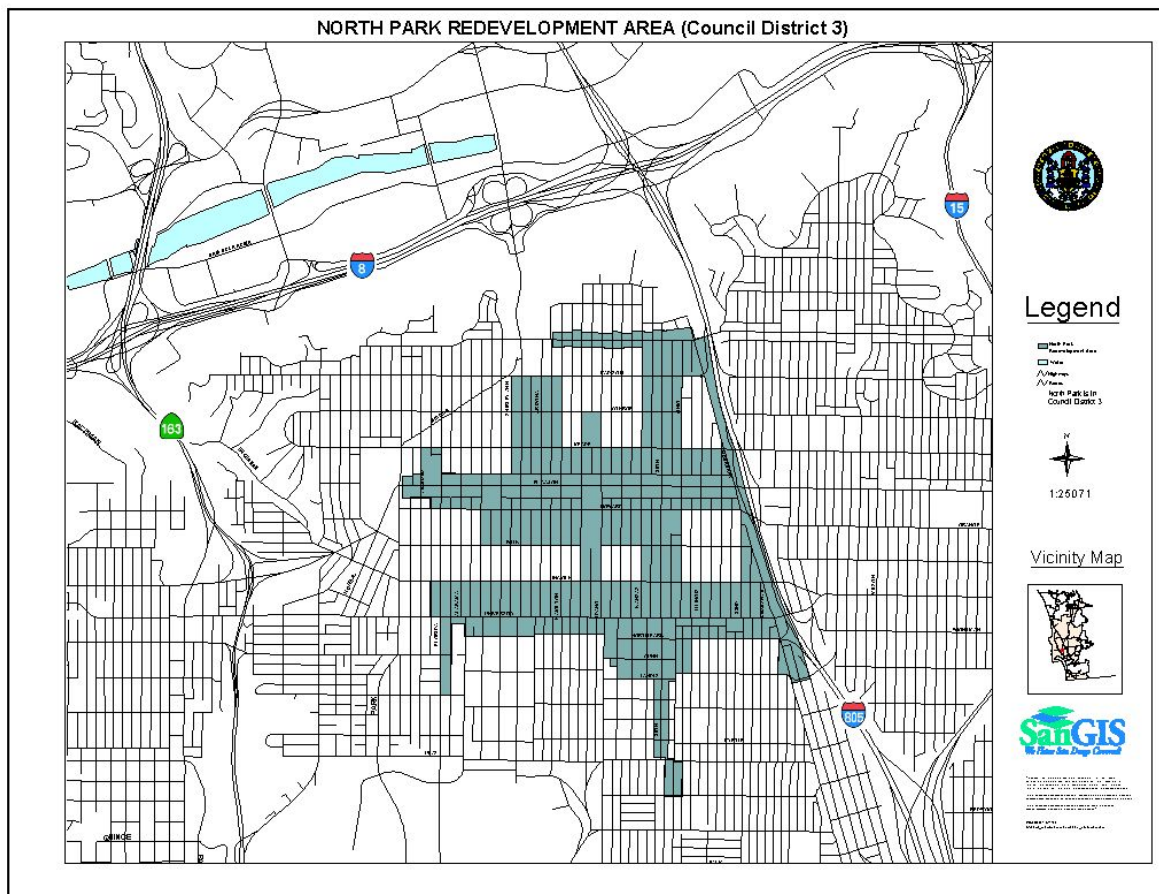
THE CITY OF SAN DIEGO

## North Park Redevelopment Project Area FACT SHEET

North Park is centrally located within five miles of downtown and adjacent to Balboa Park. The North Park Redevelopment Project Area is bounded by Interstate 805 to the east and Park Boulevard to the west and stretches as far north as Adams Avenue and as far south as Thorn Street. A hub of activity, North Park is host to the City's second busiest transit interchange and is within miles of 11 other central San Diego communities.

Development in the Project Area focuses on expanding housing and employment opportunities, transit and infrastructure improvements, as well as neighborhood revitalization and beautification. There is a strong sense of civic pride in North Park, and for this reason community members actively participate in the Redevelopment process, helping to maintain North Park's unique historical charm and character.

### Project Area Map



## North Park Redevelopment Project Area

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#### Redevelopment Incentives

- Site assembly
- Fee reductions
- Permitting assistance
- Off-site improvements
- Housing programs
- Façade rebates
- Vacant commercial property opportunities

#### Overlapping Programs

- North Park Main Street (Business Improvement District)
- North Park Defensible Space Project
- North Park Lighting and Landscaping Maintenance District
- Greater North Park Community Planning Area

#### Current Projects

Renaissance at North Park: The Renaissance at North Park is a **\$32 million** mixed-use development project that will provide 134 units of affordable housing, with additional components consisting of commercial, parking and community facilities. The first phase of the project will be completed in the fall of 2006. The final phase, 24 town homes on Kansas Street, will be completed in January 2007.

La Boheme: Western Pacific Housing, a D.R. Horton Company, is developing a **\$62 million**, 224 residential condominium project located south of Lincoln Avenue between 30<sup>th</sup> Street and Ohio Street. This project will also include 15,600 square feet of ground-level commercial space. Additionally, 45 of the residential units will be available for purchase by moderate-income households. The project is expected to be completed in fall of 2006.

North Park Theatre: A cornerstone of the community since 1928, the North Park Theatre has been rehabilitated and is once again a live performance venue, reopening in October 2005. The renovation included interior restoration and expansion, retail and office space, a new theatre entrance and marquee. Total cost for the theatre project is approximately **\$12 million**.

North Park Public Parking Garage: This **\$14 million** North Park Public Parking Garage is a mixed-use facility that is a project of the City of San Diego Redevelopment Agency and Arnold “Bud” Fischer. The project features 388 parking spaces on five levels; nearly 15,000 square feet of retail space; a convenient location in the heart of North Park; and supports the success of the North Park Theatre Redevelopment Project. The facility was completed in February 2006.

Other revitalization efforts: The City of San Diego has invested **millions of dollars** in storefront renovations, decorative street lighting, extensive landscaping and other elaborate streetscape improvements. Additionally, the landmark North Park community sign on University Avenue was redesigned and upgraded by the City.

## North Park Redevelopment Project Area

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#### Future Projects

Proposed Mid-City Flagship Library: A proposed 25,000-square-foot flagship library that would serve Mid-City communities is in the community planning process. A site south of University Avenue and west of 31<sup>st</sup> Street has been selected. A developer has been selected and the proposal, which was identified by a task force of residents from throughout the district, would integrate the library with retail space and housing.

#### Redevelopment Project Area Committee (PAC)

The North Park PAC meets on the **second Tuesday of every month** from **7 p.m. to 9 p.m.** at the following location:

San Diego National Bank, 2<sup>nd</sup> Floor  
3180 University Avenue  
San Diego, CA 92104

#### Demographics\*

- Total Population 46,894
- Percent of Population in Labor Force 56%
- Total Housing Units 5,500
- Median Housing Value \$191,999
- Median Household Income \$31,291

\*The 2000 U.S. Census Bureau demographic information is representative of the entire 92104 zip code, within which the North Park Redevelopment Project Area is located.

For more information about the North Park Redevelopment Project Area, please contact **Tom Romstad**, Redevelopment Project Manager at **(619) 533-5284** or via E-mail at **TRomstad@sandiego.gov**, or visit the project area Web site at **www.sandiego.gov/redevelopment-agency/northpar**.

For more information about the City of San Diego Redevelopment Agency, please contact the **City Planning and Community Investment Department** at **(619) 533-4233**. Extensive information on redevelopment activities in the City of San Diego is also available on the City's Web site at **www.sandiego.gov/redevelopment-agency**.

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The City of San Diego Redevelopment Agency eliminates blight from designated areas, as well as achieves the goals of development, reconstruction and rehabilitation of residential, commercial, industrial, and retail districts. Redevelopment is one of the most effective ways to breathe new life into deteriorated areas plagued by social, physical, environmental or economic conditions that act as a barrier to new investment by private enterprise. **The City of San Diego Redevelopment Agency consists of three divisions:** the City Redevelopment Division (which provides overall agency management and is housed in the City of San Diego's City Planning and Community Investment Department), the Centre City Development Corporation and the Southeastern Economic Development Corporation.